We claim:

1. A vehicular bumper beam having two or more beads extending longitudinally on an impact face of the bumper beam.

2. The vehicular bumper beam of claim 1, wherein the bumper beam spans the width of a vehicle frame.

3. The vehicular bumper beam of claim 1, wherein each bead is comprised of a projecting shape formed integral with the bumper beam.

4. The vehicular bumper beam of claim 3, wherein the projecting shape of each bead is a semi-circular or semi-elliptical shape.

5. The vehicular bumper beam of claim 3, wherein the rounded type shape is semi-square or semi-rectangular shape.

6. The vehicular bumper beam of claim 3, wherein the projecting shape is a generally semi-triangular or semi-trapezoidal shape.

7. The vehicular bumper beam of claim 3, wherein each bead spans the entire length of the bumper beam.

8. The vehicular bumper beam of claim 4, wherein each bead has a height that is less than 50% of the height of the structural member.

9. The vehicular bumper beam of claim 1, wherein the bumper beam is an open section design.

10. The vehicular bumper beam of claim 1, wherein the bumper beam is a closed section design.

11. A bumper assembly comprising:

(a) a vehicular bumper beam, the vehicular bumper beam comprising a structural cross member with two or more beads on an impact face of the bumper beam;

(b) a pair of mounting brackets, the mounting brackets attaching the bumper beam to a vehicular frame; and

(c) a fascia, which at least partially encloses the vehicular bumper beam.

12. The bumper assembly of claim 11, wherein the bumper assembly further comprises an energy absorber located between the impact face of the vehicular bumper beam and the fascia.

13. The bumper assembly of claim 11, wherein the bumper assembly does not have an energy absorber located between the impact face of the vehicular bumper beam and the fascia.

14. The bumper assembly of claim 11, wherein the pair of mounting brackets are attached to the vehicular bumper beam by welding or bolting.

15. The bumper assembly of claim 11, further comprising a center reinforcement located at the center of the inner face of the bumper beam.

16. The bumper assembly of claim 15, wherein the center reinforcement is attached to the bumper beam by welding or bolting.

17. A method for making a bumper assembly, said method comprising the steps of

(a) roll-form manufacturing a bumper beam having two or more beads on an impact face of the bumper beam

(b) mounting the bumper beam on a vehicle; and

(c) enclosing at least a portion of the bumper beam in a fascia.

18. The process of fabricating a bumper assembly of claim 17, wherein the bumper beam is formed in an open section design.

19. The process of fabricating a bumper assembly of claim 17, wherein the bumper beam is formed in a closed section design.